

GOVERNMENT OF ANDHRA PRADESH

ABSTRACT

YAT & C (PMU) Department - Tourism Promotion - Telecasting of A.P. Tourism Logo in various Channels - Sanction of Rs.43,96,344/- (Rupees Forty Three Lakhs Ninety Six Thousand Three Hundred and Forty Four only) - Orders - Issued.

=====

YOUTH ADVANCEMENT, TOURISM AND CULTURE (PMU) DEPARTMENT

G.O.Rt.No.737.

Dated 17-09-2013.

Read the following:-

1. G.O.Rt.No.496, YAT & C (PMU) Department, Dt.25.06.2013, Read with G.O.Rt.No.555, YAT & C (PMU) Deptt., Dated 15.07.2013.
2. From M/s. JWT Mindset Advertising Private Limited, Hyderabad, Letter Dated: 23-07-2013
3. Government Letter No.4487/PMU/A(2)/2013, YAT & C (PMU) Department, Dated: 30-07-2013
4. From M/S. JWT Mindset Advertising Private Limited, Hyderabad, Lr., dated: 28-08-2013.

* * *

ORDER:

Andhra Pradesh is rich in its culture, traditions, hospitality and heritage, it is also famous for its tourist attractions like Pilgrim Centre, Buddhist Heritage Sites, the Forts and Palaces etc. For promotion and development of Tourism a number of activates has been initiated by the State Government by putting up counters at various destination, printing of brochures, posters, scrolls Electronic Media etc.

2. In the reference 1st read above, orders were issued duly empanelling 2 agencies viz., M/s. Adfactors Advertising, Mumbai & M/s. JWT Mindset Advertising Private Limited, Mumbai for undertaking National & International Media Campaigns through print, electronic, outdoor and online for 'A.P. Tourism' in key source markets in India and Abroad.

3. In the reference 2nd read above, M/s. JWT Mindset Advertising Private Limited, Hyderabad has submitted proposal for telecasting the A.P. Tourism Logo film for 10 seconds in Star plus, Colors, Aajtak, ABP News, NDTV India, NDTV 24*7, Times Now, TLC & Fox Traveller. Accordingly, in the reference 3rd read above, Government have approved their proposal for telecasting the A.P. Tourism Logo film for 10 seconds with a total duration of 26870 seconds with an amount of Rs.1,76,80,308/- including all taxes.

4. In the reference 4th read above M/S.JWT Mindset Advertising Private Limited, Hyderabad has submitted bill for an amount of Rs.43,96,344/- towards the cost of telecast of advertisement captioned "A.P. Tourism - Everything is possible" from 1st to 15th August, 2013 and requested to make the payment.

5. Government, after careful examination of the matter hereby sanction an amount of Rs.1,76,80,308/- (Rupees One Crore Seventy Six Lakhs Eighty Thousand Three Hundred and Eight Only) and release an amount of Rs.43,96,344/- (Rupees Forty Three Lakhs Ninety Six Thousand Three Hundred and Forty Four Only) as part payment to M/S. JWT Mindset Advertising Private Limited, Hyderabad towards cost incurred for telecasting A.P. Tourism Logo from 1st - 15th August, 2013 in following channels as detailed below:

p.t.o

S.No.	Name of the Channel	Spots	Total duration
	Aajtak	109	1090
	ABP News	101	1010
	Colors	75	750
	Fox History & Traveller	100	1000
	NDTV 24 X 7	91	910
	NDTV India	32	320
	Star Plus	31	310
	Times Now	89	890
	TLC	288	2880

6. The amount sanctioned at para-5 above shall be debited to the following Head of Account:-

“3452-Tourism, 01-Tourist Infrastructure, 102, Tourist Accommodation & other facilities to Tourists - Schemes included in PLAN, 11- Normal State Plan, 13-Tourism PMU, 260-Advertisements, sales and publicity Expenses”.

7. The Assistant Secretary to Government and Drawing & Disbursing Officer, YAT & C (PMU) Department shall draw the amount released at para-5 above and disburse the same to M/s. JWT Mindset Advertising Private Limited, Mumbai through online. The following are bank account details:

Bank Name	:	The Hongkong Shanghai Banking Corporation Limited
Bank Brach	:	Somajiguda
Bank Account No.	:	0823 0358 7001
IFSC Code	:	HSBC 0500 002

(BY ORDRER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

CHANDANA KHAN
SPECIAL CHIEF SECRETARY TO GOVERNMENT

To
M/s. JWT Mindset Advertising Private Limited, Mumbai.
The Assistant Secretary to Government and Drawing & Disbursing Officer,
YAT & C (PMU) Department,
The Deputy Pay & Accounts Officer, A.P. Secretariat, Hyderabad.
The Accounts Officer, YAT & C (PMU - Claims) Department.
SF/SCs.

//Forwarded :: By Order//

SECTION OFFICER